



MARION COUNTY
PUBLIC LIBRARY

Informed. Engaged. Connected.

Strategic Plan 2025–28



Introduction

The Marion County Public Library (MCPL) presents this Strategic Plan for 2025–2028 to align our operations, outreach, and development with the needs and aspirations of our community.

This plan reflects the diverse and dynamic history, demographics, and vision of Marion County and is grounded in meaningful data, community input, and forward-thinking strategy.



Community Overview

Marion County, KY Established in 1834, Marion County has a rich history rooted in agriculture, religious heritage, and bourbon production.

Communities such as Lebanon, Loretto, and Bradfordsville offer unique cultural identities, and MCPL is proud to serve each area with tailored services.

- Lebanon: The county seat and cultural hub, known for historic downtown events and business services.
- Loretto: Home to Maker's Mark Distillery and deep Catholic heritage, it values education and service.
- Bradfordsville: A rural, close-knit town where MCPL plans a mini-branch to strengthen access.



Demographics (2024)

- Population: 19,581 countywide
- Age Breakdown: 24% (0–19), 55% (20–64), 21% (65+)
- Race/Ethnicity: 89% White, 6% Black, 4% Hispanic/Latino, 1% Other
- Broadband Access: 80% | Computer Ownership: 78%
- Median Income: \$45,000
- Educational Attainment: 85% have a high school diploma or higher

Library History

Founded in 1923 through local initiative and sustained by community volunteers until 1970, MCPL transitioned into a taxing district to secure funding and expand its service footprint. Today, the library features:

- Lebanon Main Branch: Makerspace, passport services, meeting rooms, Design Den
- Loretto Branch: Family-centered programming and community engagement; opened March 2024
- Upcoming Bradfordsville Mini-Branch: Kiosk access and mobile programming by FY2026



Library Fast Facts

- Staff: 8 full-time, 11 part-time
- Annual Visits: 30,000+
- Annual Circulation: ~40,000 items
- Programs: 300+ annually, serving all age groups and interests



SOAR Analysis

Strengths

- Friendly and dedicated staff
- Variety of free and inclusive services
- Technology access and makerspace (Design Den)
- Family programming and early literacy focus
- Digital marketing reach and active social media

Opportunities

- Outreach through MCPL To Go (QR access, notary/bookmobile tech)
- Expanded early literacy & summer reading (SRP)
- Support neurodivergent needs through sensory spaces
- Increase local partnerships (KY Classic Arts, schools, nonprofits)

SOAR Analysis cont.

Aspirations

- Create a library that meets patrons “where they are”
- Grow Giving Corner sustainability and community pantry services
- Offer genre-based collections and book bins for kids
- Enhance genealogy and digitization services

Results

- Strategic budget planning and purchasing
- Strengthened Friends of the Library group
- Community awareness through branding
- Established MCPL Outreach Committee



Mission, Vision, & Values

Mission

Marion County Public Library empowers an informed community of lifelong learners and breeds connection through service and accessibility.

Vision

Meeting your needs, wherever you are.

Values

- Access & Inclusion: All patrons are welcomed and served equitably.
- Service Excellence: Integrity, professionalism, and friendly service guide our actions.
- Lifelong Learning: We nurture curiosity through programming and resources.
- Community Collaboration: Strong partnerships fuel local innovation.
- Staff Development: Staff are empowered through training, creativity, and support.



2025–28 Strategic Plan Concepts

Access for All:
Expanding
Resources &
Equity

Community
Connections:
Building
Stronger
Engagement

Lifelong
Learning &
Enrichment:
Hands-On
Exploration

A Library
Without Walls:
Extending
Reach &
Awareness

Sustainable
Growth &
Excellence:
Investing in the
Future

Strategic Goals (2025–2028)

Access for All: Expanding Resources & Equity

- Launch mini-branch in Bradfordsville
- Invest in adaptive and assistive technology
- Ensure digital access through county-wide Wi-Fi partnerships

Strategic Goals (2025–2028)

Community Connections: Building Stronger Engagement

- Develop a public-facing community calendar
- Establish MCPL Outreach Committee
- Promote awareness of the Giving Corner and expand locations

Strategic Goals (2025–2028)

Lifelong Learning & Enrichment: Hands-On Exploration

- Integrate Book-It reading challenge for all ages
- Grow art, STEM, and literacy programming for diverse learners
- Strengthen school partnerships and afterschool supports

Strategic Goals (2025–2028)

A Library Without Walls: Extending Reach & Awareness

- Add book vending machines in remote locations
- Improve MCPL To Go marketing and usage
- Introduce digital access library cards

Strategic Goals (2025–2028)

Sustainable Growth & Excellence: Investing in the Future

- Align budget with SMART goals
- Professional development and staff retention
- Diversify funding via grants, donors, and Friends initiatives

2025-28 Strategic Plan Projects

Install
Book Vending
Machines

Public
Community
Calendar

Increased
MCPL / MCPS
Collaborations

Diversified
Funding
Streams

Utilize
Adaptive
Technologies

Professional
Development &
Retention

Establish MCPL
Outreach
Committee

Evaluation & Accountability

MCPL leadership will review progress annually through:

- Usage and participation data
- Community surveys and focus groups
- Financial and operational reports
- Partnership feedback and impact tracking

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